



Create Your Business Email Professionally

By Ram Kezel, Hostinger Media

When starting a business, there are many matters to consider. The business email shouldn't be the last one on the list. Since September 1 was World Letter Writing Day, it is a perfect time to create your business email for your future letters.

Make It Personal

When people receive a letter from your business, all they see at the first glance is a sender name and the subject. And it shouldn't be a puzzle for them to understand who is writing and why. You should make it personal with a decent sender name, that would mention not only your business name but your own name as well.

Letters with a generic sender name, such as "Example Company", might seem like a plain advertisement. People tend to avoid that. A man named George should use "George from Example" instead. It's best when the email address mentions your name as well. Email marketing software Pinpointe conducted research and found out that

using a specific personal name as the send-from address can improve the open rate by fifteen to thirty-five percent.

Make It Recognizable

It is valuable to set up a good sender's name. But once the letter is opened, the email address becomes visible. And it should be recognizable. If it looks like Example_Company@gmail.com, it might seem like a scam. No reliable business should use a generic inbox.

To be recognizable, you should make your business email address with a business name in the domain. In George's case, it would be best to create a george@example.com email address. This way it is both recognizable and more trustworthy.

Make It Professional

When you are using your email to reach out to people, it is good to make it personal. But when people are reaching out to your business, they don't know who exactly handles what. So it is better to make it professional and use the role-based email addresses. You can use press@example.com



for media inquiries, or sales@example.com for sales matters. If your business is located in different cities you can give them separate addresses, such as newyork@example.com and london@example.com.

Small Business Exchange • Voice of Small, Emerging, Diversity-Owned Businesses Since 1984 [Click to read more](#)

Sub-Bid Requests

George Harms Construction is seeking DBE/SED/MWBE suppliers, subcontractors
[Click for details](#)

GREEN LINE EXTENSION PROJECT
SEEKING DBE FIRMS FOR SUBCONTRACTING OPPORTUNITIES
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GLX CONSTRUCTORS
 GLXC IS WILLING TO ASSIST DBE SUBCONTRACTORS AND SUPPLIERS IN OBTAINING ACCESS TO BONDS, LINES OF CREDIT AND INSURANCE.
 FOR REQUESTS OR ASSISTANCE:
Alexandra.Cann@GLXConstruct.com

SKANSKA
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IS SOLICITING BIDS FROM MWBE SUBCONTRACTORS AND SUPPLIERS
Benjamin Franklin Bridge Rehabilitation of Suspended Spans and Anchorages Delaware River Port Authority Contract No: BF-54-2019
Bid Date: September 17, 2019
 Subcontracting opportunities include but are not limited to Electrical, Paint, Drainage, Concrete, Structural Steel Erectors, Field Office, CPM Scheduling, Civil General Contracting, Construction Engineering, Fencing, Fuel, Haul and Dispose, MPT, Office Trailer Fit Out, Painting, Signs, Structural Steel, Surveying, and Trucking. Please see contract documents for further opportunities.
 Interested firms please contact john.papagiannakis@skanska.com • EOE/M/F/Vet/Disabled

SKANSKA
 SKANSKA KOCH INC.
IS SOLICITING BIDS FROM MWBE SUBCONTRACTORS AND SUPPLIERS
Structural Rehabilitation at the Robert F Kennedy Bridge MTA Triborough Bridge and Tunnel Authority Contract No: RK-19/RK-70
Bid Date: September 25, 2019
 Subcontracting opportunities include but are not limited to Paint, Drainage, Concrete, Waterproofing, Structural Steel, Field Office, Asbestos and Lead Abatement, Safety Boat, Bearings, CPM Scheduling, Civil General Contracting, Construction Engineering, Fencing, Fuel, Haul and Dispose, MPT, Office Trailer Fit Out, Signs, Surveying, and Trucking. Please see contract documents for further opportunities.
 Interested firms please contact john.papagiannakis@skanska.com • EOE/M/F/Vet/Disabled

SKANSKA
 SKANSKA KOCH INC.
IS SOLICITING BIDS FROM MWBE SUBCONTRACTORS AND SUPPLIERS
Rehabilitation of the Approach Viaducts at the Throgs Neck Bridge MTA Triborough Bridge and Tunnel Authority Contract No: TN-53
Bid Date: September 26, 2019
 Subcontracting opportunities include but are not limited to Paint, Drainage, Concrete, Rosphalt, Waterproofing, Structural Steel, Field Office, Asbestos and Lead Abatement, Safety Boat, Bearings, CPM Scheduling, Civil General Contracting, Construction Engineering, Fencing, Fuel, Haul and Dispose, MPT, Office Trailer Fit Out, Signs, Surveying, and Trucking. Please see contract documents for further opportunities.
 Interested firms please contact john.papagiannakis@skanska.com • EOE/M/F/Vet/Disabled

SKANSKA
 SKANSKA USA CIVIL
IS SOLICITING COST PROPOSALS FROM NEW YORK STATE CERTIFIED M/WBE AND NEW YORK STATE SDVOB SUBCONTRACTORS AND VENDORS
Design and Construction of Accessibility Upgrades at 170th Street Station on the Jerome Line Project MTA NYCT Contract No. A-37150F
Bid Date: September 2019
Description of Project:
 Accessibility upgrades at 170th Street Station on the Jerome Avenue Line (IRT) in the Borough of the Bronx—make the station accessible by complying with the 2010 Americans Disabilities Act Standards for Accessible Design, enhance customer experience at the station, make the station easier to navigate, and facilitate increased ridership on the NYCT system.
 Major scopes of work include 1 new street to mezzanine elevator, 2 new mezzanine to platform elevators, 2 new street to platform stairways on the northeast and northwest corners of Jerome Avenue and 170th Street. Mezzanine vestibule extensions consisting of the demolition, modification, and replacement of existing steel framing and concrete. Removal and replacement of existing stairs. Platform level ADA boarding area improvements. Replacement of existing platform tactile warning mat. Demolition and replacement of platform edge in ADA boarding areas. Replacement/upgrades of existing electrical, fire protection, communications, and lighting systems.
Many bidding opportunities are available.
 If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Julia.Omanoff@skanska.com • EOE/M/F/Vet/Disabled

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SBE OUTREACH SERVICES
 With over 1.6 million businesses in our active database—the country's largest non-public diversity database—SBE sets the professional standard for diversity outreach across the nation. For more than three decades, we have served small businesses, prime contractors, and agencies—with proven results.
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 Telephone follow-up calls using a script of five questions that you define
Computer Generated Reports
 Complete documentation that will fit right into your proposal, along with a list of interested firms to contact
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 Custom design and development of services that you need for particular situations such as small business marketing, diversity goal completion, and agency capacity building
Call for more information: 800-800-8534
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INVITATION TO BID FOR M/WBE FIRMS
TUTOR PERINI CORPORATION, AN EEO EMPLOYER
IS CURRENTLY SOLICITING COST PROPOSALS FROM QUALIFIED AND CERTIFIED M/WBE SUBCONTRACTORS, VENDORS, SERVICE PROVIDERS
CBTC 8th Avenue Line (59th Street to High Street) "B" Division (IND) Project in the Boroughs of Manhattan and Brooklyn
MTA NYCT Contract No: S-48006
Bid Date: October 3, 2019
ALL QUOTATIONS ARE DUE BY CLOSE OF BUSINESS Friday, September 27, 2019.
 For further information concerning subcontracting and/or purchasing opportunities, and to register as a subcontractor or vendor, please respond to solicitations@tutorperini.com or contact Jackie Cotto at 914-739-1908. Come and join our team!

SMALL BUSINESS EXCHANGE NORTHEAST
PUBLIC LEGAL NOTICES
 With a database of over 1.6 million businesses, SBE assists agencies with public legal notices
Advertisements
 Placed in various Small Business Exchange Northeast digital publications each month, and at www.sbenortheast.com
Special Follow-Up Services
 Custom design and development of services that you need for particular situations such as small business marketing, diversity goal completion, and agency capacity building
Call for more information: 800-800-8534
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NORTHEAST EVENTS FOR YOUR BUSINESS
2019
 Creating a Customer, Not Just Making a Sale
Monday, September 16, 2019, 6:00 pm–8:00 pm
SCORE Portland, 100 Middle Street, Portland, ME
Main Sponsor(s): US Small Business Administration, SCORE Portland, SCORE Maine
Contact: Kelsey Munksgaard, 207-536-1143, scoremaine@gmail.com
Fee: Free; registration required
 Our workshop offers essential information to help you become your best salesperson. We will cover the basics of identifying your ideal customer and creating tools to help you make them your best referral partner. If being in business on your own is your goal, but selling what you make or do is a current roadblock, this workshop is for you! Topics include: reading customer personas and profiles, identifying and segmenting ideal customers, meeting the customer where they are, and leveraging your unique value proposition to the ideal customer.
 Small Business Lending Panel and Networking Session
Wednesday, September 25, 2019, 9:00 am–1:00 pm
Pace University, One Pace Plaza, New York, NY
Main Sponsor(s): US Small Business Administration, Pace University Small Business Development Center
Contact: 212-618-6655, sbdc@pace.edu
Fee: Free; registration required
 Are you an existing small business owner or an aspiring entrepreneur in need of financing for your business? Then come meet small business lenders at this free forum hosted by the Pace University Small Business Development Center and the US Small Business Administration.
 The session will include a panel featuring small business lenders who will highlight what they look for when evaluating a loan application, their typical loan terms, and the documents needed to apply. Before and after the panel, attendees will have the opportunity to meet one-on-one with lenders to assess the source of capital that is best suited for your business needs. Whether you're looking to expand your current operations or to launch a new venture, this session will provide practical strategies to finance your small business.
 How SBA Can Help You Start or Grow Your Small Business and How to Register Your Business Online
Thursday, October 3, 2019, 9:00 am–10:30 am
New Hampshire Secretary of State's Office, 25 Capital Street, Third Floor, Concord, NH
Main Sponsor(s): US Small Business Administration, New Hampshire Secretary of State Corporation Division
Contact: Miguel Moralez, 603-225-1601, miguel.moralez@sba.gov
Fee: Free; registration required
 Are you looking to start your own small business? Are you a business owner and in need of capital or free advice? Join us in the capital city and hear from a Small Business Administration representative about the technical and financial resources available to help you start and grow your small business. The New Hampshire Secretary of State Corporation Division will walk you through the New Hampshire Quick Start Program for registering a business online. This FREE workshop is held on the first Thursday of every month from 9:00 am to 10:30 am. We look forward to seeing you there!

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